

AT&amp;T

N E W S

## NEWSBRIEFS

**AT&T SURPASSES ITS 1994 MWBE** goal, increasing purchases from firms owned by minorities and women by 34 percent. (Story page 3.)

**SLAMMING IS GAINING MOMENTUM**, with AT&T's customers as the main target. The company is waging an aggressive multilanguage campaign giving consumers tips on how to protect themselves against slamming. (Story page 4.)

**FIVE YEARS AGO AT&T** launched Universal Card Services, changing forever the bank credit-card industry. Today, with more than \$12 billion in receivables and a Baldrige Award for excellent service, UCS is a market leader with innovative plans for continued growth. (Story page 5.)

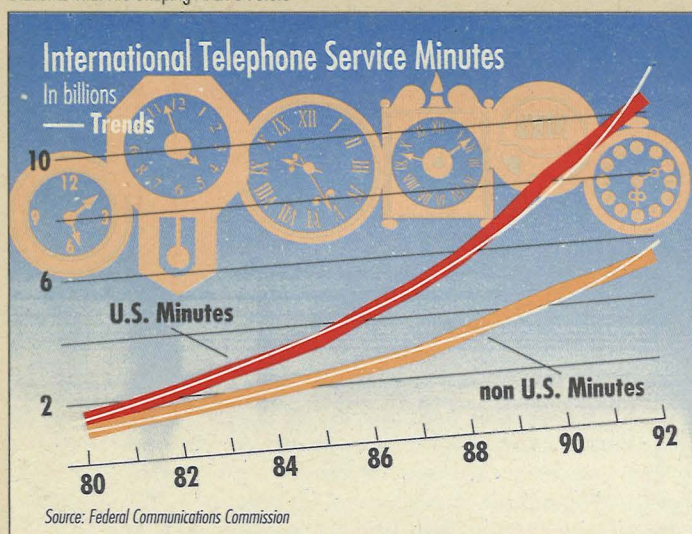
**FCC PROPOSES RULES THAT WOULD** change the way it would consider foreign telecommunications companies' entry to the U.S. market. Vic Pelson, chairman, Global Operations Team, praised the action as a "critical step toward ensuring that fair competition exists in countries seeking to enter the U.S. market." (Story page 7.)

**AT&T BUSINESS UNITS** are reorganizing in favor of structures that recognize it's the customer who pays AT&T salaries. (Story page 8.)

**AN INNOVATIVE FINANCING PACKAGE** devised by Capital Corp. and Network Systems Group help local school districts get wired. (Story page 9.)

## MARKETPLACE

Statistics That Are Shaping AT&amp;T's Future



## INSIDENEWS

1995 Annual Meeting Preview	5
AT&T Launches New Advertising Campaign	7
Celebrations and Programs Mark Women's History Month	9
Spaceship Earth Exhibit Reopens at Disney World	10
Two GBCS Employees Killed in Helicopter Crash	12

## AT&amp;T Solutions Unit Helps Customers Network

BY JEAN PASCUAL

"STICK TO THE KNITTING" was a quality attributed to excellent companies in Tom Peters' business best-seller, *In Search of Excellence*. It meant that companies that stay acutely focused on their core competencies without diffusing their energies into tangential or unrelated areas will serve their customers better.

To meet the needs of businesses that want to stick to their knitting, AT&T has created a business unit, AT&T Solutions, which will make its core competencies available to companies whose main business is not information technology.

Vic Pelson, chairman, AT&T Global Operations Team, said the new unit will design, build and manage networked solutions that combine the power of computing and communications. AT&T

—See SOLUTIONS, page 11



AT&T Solutions business unit is led by CEO Victor Millar (right), Rick Roscitt (left) vice president and general manager, and Charles Ansley, vice president, Client Services and Marketing.

## 500 Numbers Follow You Anywhere, Anytime

BY JEAN PASCUAL

LANGDON ALGER IS JUST A number. And he couldn't be happier. He used to be a lot of numbers, but now, thanks to AT&T True Connections Service, Alger is among the thousands of people who subscribe to the 500 service that provides customers lifetime phone numbers. "Since I graduated from high school 14 years ago, I've had 13 different phone numbers," says Alger, member of technical staff, AT&T Bell Laboratories, Naperville, Ill. "The next time I move, my friends won't have to learn a new number."

Even though AT&T announced its intention of offering a service in the new 500 "area code" last July, its tariff wasn't approved until Dec. 16, followed Jan. 28 by the Bell companies' 500 tariffs.

The benefits of AT&T True Connections Service go beyond

the fact that subscribers may keep the numbers assigned even when they move. "The flexibility of True Connections is phenomenal," says David O. Levine, product manager, Consumer Communications Services (CCS). "The subscriber chooses who pays for calls, where they are forwarded, and how unanswered calls are treated. The burden of reaching someone no longer rests on the caller because True Connections subscribers can forward their calls virtually to wherever they are—a hotel, a car, a friend's house."

With AT&T True Connections Service, telephone tag almost becomes obsolete. Choosing from feature packages ranging from \$3 to \$7 a month (with the introductory promotion, all packages are billed at \$1 a month until the end of April), a subscriber can forward the 500 number to another location, or can designate up to three locations—

within or outside the United States—where the phones will ring, in sequence. Subscribers can choose to allow certain people to call free, by giving them a PIN number that reverses the charges. For an additional \$5.95 a month, subscribers can add voice mail to their 500 service. And they can use their 500 number to place outgoing calls. The 500 number does not replace a person's local number, but a subscriber may place and receive all calls on it, including local and in-state toll calls.

All calls made to an AT&T 500 number will be billed by AT&T whether or not the caller is an AT&T customer. "If Uncle Harry has MCI service and calls you on your True Connections number, he will be billed by AT&T," explains Levine, "unless, of course, you've given Uncle Harry a PIN number that allows him to reverse the charges."

—See CUSTOMERS, page 10



## AROUND AT&T

■ **NOW HEAR THIS—Custom Electronic Services** introduced innovative software that brings superior audio quality to multimedia personal computers, television set-top boxes, audio/video conferencing terminals, electronic game devices and other devices that offer hands-free communication. Called QuiteQuiet Acoustic Echo Cancellation software, this unique line of high-quality, low-cost software products is platform and standard independent. By loading QuiteQuiet software into their terminals and devices, manufacturers can enhance their products with audio quality previously available only with expensive, dedicated audio/video systems.

"With the computing power now available in communication terminals, it is possible to complement, in a very significant way, the enhancement to voice quality already being delivered by computers in the network," said Ed Harper, president, AT&T Custom Electronic Services.

■ **VIDEO TRIAL ENDED—Network Systems Group** and GTE have decided to cancel a previously announced interactive video services trial in Manassas, Va., because rapid advances in technology make this trial no longer necessary. The trial, announced in January 1994, was scheduled to begin this year.

The decision stemmed from Network Systems' decision to move away from testing prototype equipment to focus on delivering ready-for-market interactive video systems.

The Manassas video trial was designed to test a prototype video delivery system developed by AT&T Bell Laboratories and collect market data on how consumers would use interactive video services. At the time the trial was announced, there were few commercial interactive video systems available. Since the announcement, AT&T and Silicon Graphics Inc. have formed a joint venture, Interactive Digital Services, to develop video delivery systems, using Bell Labs technology.

■ **FREE CALLS—Consumer Communications Services** announced plans for a series of price adjustments. The business unit will offer new promotions, including a free weekend of domestic long-distance calling available for most AT&T consumers to thank them for their business. AT&T's consumer long-distance prices will have a net decrease of \$230 million as a result of the price

adjustments filed with the Federal Communications Commission.

The pricing changes would include a \$650 million decrease associated with consumer calling promotions and long-distance savings plan discounts, and a \$420 million increase for selected domestic and international services.

To enroll for the free weekend, consumers must call 800-932-7000 by May 1. For international callers who enroll in AT&T *True World Savings*, AT&T will provide a 50 percent discount off the price of international calling on weekends. To enroll, call 800-521-9675.

■ **MWBE CONTRACT—Network Systems Group** has awarded a five-year, multimillion dollar contract to Lextron Corp.—a Jackson, Miss. minority-owned equipment manufacturer—to manufacture the telephone multistation protectors Network Systems furnishes to local telephone companies. The protectors are used to shield outside terminal connections for local residential and small business phone lines.

Under the terms of the contract, Network Systems will transfer a portion of its protector production equipment from its Omaha manufacturing facility to Lextron's Jackson plant.

Since 1990, Network Systems has done more than \$1 billion of business with MWBE firms—\$388 million in 1993 alone.

■ **CELLULAR ROAMING—Network Systems Group** and Bell Atlantic Mobile have successfully completed initial testing of wireless network equipment that allows "visiting" or interoperability between cellular digital packet data (CDPD) networks. The tests confirm CDPD specification requirements that allow users of wireless data services easy and efficient access to their data networks when outside their home territory. Visiting is analogous to roaming with cellular voice.

With CDPD technology, data is transmitted in high-speed bursts within the cellular spectrum. Applications include access to electronic mail, credit-card verification, current inventory and pricing information for salespeople, and home-alarm monitoring—all without a wired telephone line. The tests show that the quality or capacity of data services is not affected by roaming, and that sending data can be as simple to use when on the road as is voice service today.

■ **AUTOMATIC REDIAL GOES GLOBAL—Consumer Communications Services** introduced an innovative automatic redial service, called AT&T *International Redial*, that gives U.S. consumers a simple, trouble-free way to reach their loved ones in other countries. When an international call cannot be completed because of a busy signal or no answer, the network will automatically redial the number for 30 minutes. The service will be available to 20 countries in multiple languages on March 30. An additional 32 countries will be added by the end of June; all direct-dial countries by the end of 1995. To subscribe, call 800-732-9675.

■ **TEACHERS FOR TOMORROW—Capital Corp.** has donated \$75,000 to the American Association of Colleges for Teacher Education. The funds will be used to support the AT&T Teachers for Tomorrow Program, a \$3 million national initiative launched by the AT&T Foundation in 1991. The program prepares teachers for successful careers in urban schools. Capital Corp.'s donation is a result of a year-long marketing program, Growing Young Minds, conducted by the company's Leasing Services unit. For every qualifying 1994 equipment lease initiated by the company's Eaton Express customers, Growing Young Minds made a \$5 donation from Leasing Services to support this education initiative. The donation will allow the association and teachers to plan the next phase of the urban program.

■ **THE WINNERS ARE—**Four AT&T employees were among 100 executives from government, industry and academia named by *Federal Computer Week* as "having the greatest impact on the government systems community in 1994." The winners were nominated by the publication's readers and picked by an independent panel of judges.

The AT&T executives selected included: Dick Lombardi, president, Business Communications Services—Federal Systems, Silver Spring, Md.; Tom Sisti, assistant vice president, Strategic Marketing, Business Communications Services—Federal Systems, Silver Spring, Md.; Amy M. Fadida, general manager, Global Commercial Markets, Network Systems Group, Silver Spring, Md.; and Carole Spurrier, Public Sector vice president, Global Information Solutions, Rockville, Md.

## GLOBAL VIEW

### EASTERN EUROPE

**BLACK SEA REGION—AT&T** and 20 other telecommunications service providers will invest in the newest fiber-optic cable system to span the Black Sea. The new system, called KAFOS, will span more than 500 kilometers to link Turkey, Bulgaria and Romania. KAFOS will complement the ITUR Cable System, which spans 3,500 kilometers to link Italy, Turkey, Ukraine and Russia, forming a regional communications network in the Black Sea. Together, the systems will improve call quality and facilitate the growing demand for leading-edge communications in the region. When completed in early 1996, KAFOS will carry voice, data and video information at 622 megabits-per-second within the region and to all parts of the globe through connection to AT&T's global network.

### MIDDLE EAST

**COMMUNICATIONS SERVICES GROUP** is making its AT&T *USADirect* In-Arabic service available 12 hours a day, extending the time customers throughout the Middle East can use the service to call friends and relatives in the United States. Available from Egypt, Jordan, Lebanon and Syria, AT&T *USADirect* In-Arabic is a long-distance telephone service that lets callers easily place collect or calling-card calls to the United States with the help of an AT&T Arabic-speaking operator in the United States. The service is now available daily from 6 a.m. to 6 p.m. eastern time.

### INDIA

**NEW DELHI—NETWORK SYSTEMS GROUP** has been awarded a \$21 million contract by India's Department of Telecommunications to supply and install the country's first advanced operator services systems. The systems will help India's telecommunications department offer new services, and help improve operator efficiency and call-completion rates. Network Systems will install the Operator Services Position Systems, in 14 cities: Ahmedabad, Bangalore, Bombay, Calcutta, Chandigarh, Ernakulam, Hyderabad, Indore, Jaipur, Kanpur, Madras, New Delhi, Patna and Pune. "AT&T's operator services technology is the most advanced of its kind available and that helped us win the DOT's order," said Bala Kuchinad, president, AT&T India.

**NEW DELHI—GLOBAL BUSINESS COMMUNICATIONS SYSTEMS** and Tata Telecom announced an agreement to market a range of AT&T's voice-processing systems in India. Tata Telecom will also provide custom application design, engineering, development and comprehensive service support. Under the terms of the agreement, Tata Telecom will market AT&T's *INTUITY AUDIX* Voice Messaging Systems and *INTUITY CONVERSANT* Voice Information System. The products will be available immediately nationwide. Several major Indian groups have already implemented AT&T's systems.

### MALAYSIA

**KUALA LUMPUR—NETWORK SYSTEMS GROUP** has been awarded an \$80 million contract by Malaysia's Cellular Communications Network (Celcom) to supply and install a digital wireless communications system. The system will help Celcom offer new services to its customers as well as improve speech quality and reception. Network Systems' Network Wireless Systems business unit will install the system in the northern region of Peninsular Malaysia and East Malaysia. Installation is expected to be completed by the second quarter of 1995. Network Systems will work with Superior Communications to install the system. Superior, which is a systems integrator that serves Malaysia's telecommunications industry, will direct local operations and handle system maintenance in its first year of operation.

### CUBA

**COMMUNICATIONS SERVICES GROUP** has made it easier to call Cuba from the United States. Consumers who wish to place an operator-handled call to Cuba can do so by simply dialing "00" or, if not at an AT&T telephone, "102880." Previously, consumers have had to dial 700-460-1000 to place an operator-handled call to Cuba. Service to Cuba has now improved, and the need for a special dedicated number is no longer necessary.



## DIVERSITY STRATEGY

# AT&T Surpasses MWBE Goal, Grows Purchases by 34 Percent



MWBE suppliers and AT&T celebrated the strategic alliances created through AT&T's MWBE program. From left, Peggy Ford, president, Complas Inc., Errol Unikel, vice president, MWBE Business Development, Network Systems Group and Kanita Sandidge, director, MWBE, Global Procurement.

By OLLIE HARTSFIELD

LAST MONTH WITH GREAT pride, AT&T celebrated the fact that it didn't just meet its 1994 goal of increasing purchases from firms owned by minorities and women by 10 percent. It blasted right past that goal to grow purchases by 34 percent.

In a room at AT&T headquarters in Basking Ridge, N.J.,

packed with AT&T people and 50 of the company's top minority and women suppliers, Chairman Bob Allen announced that in 1994 the company purchased more than \$1 billion in goods and services from more than 3,000 minority- and women-owned businesses. There was a 41 percent increase in minority business expenditures over 1993 and a 27 percent increase in

spending with women-owned businesses under the company's Minority and Women Business Enterprise (MWBE) program. Total MWBE contracts for 1994 represented 20 percent of the \$5 billion AT&T has spent since the program began in 1968.

But, Allen said, there is a bigger story behind the numbers. "What we are really celebrating are strategic alliances."

"MWBE is about meeting customer requirements," said Vic Pelson, chairman, AT&T Global Operations Team. "It's about increasing sales through MWBE distributors and value-added resellers. And it's about providing additional growth for both minority- and women-owned businesses, and for AT&T." Pelson also heads the implementation of AT&T's diversity strategy which includes increasing MWBE business as one of the strategy's four key elements.

Allen pointed to AT&T's contract with Complas Inc., an Hispanic woman-owned firm in Corona, Calif., as an example of the benefits of the MWBE program. Complas supplies cable, switching and transmission equipment directly to customers. Complas warehouses AT&T equipment, tailors it to specific customer needs, guarantees 24-hour delivery as needed and provides emergency repair and restoration services.

Last year the Complas/AT&T alliance resulted in \$28 million in sales to telephone companies and another \$7 million in sales to customers outside the telecommunications industry. Recently, Complas started shipping AT&T equipment to build a \$15 million network for Southern California Edison. The contract—one of the largest fiber-cable networks of its kind ever sold—represents business that neither AT&T nor Complas would have landed without their partnership, said Allen.

"Once considered a social mandate, MWBE is now a strategic business asset. Once beholden to government dictate and

legal ruling, it now stands on its own as an enduring competitive advantage," said Allen.

AT&T Communications Service Group and AT&T Network Systems Group lead all business units in spending with minority and women suppliers.

**"Once considered  
a social mandate,  
MWBE is now  
a strategic  
business asset."**

—Bob Allen

Last year, both business units accounted for 64 percent of all MWBE expenditures.

"Our companywide commitment has set the pace for success," said Dan Carroll, AT&T's chief procurement officer. "There are many more celebrations to come."

AT&T's MWBE program defines a minority- or women-owned business as a business which is owned, controlled and operated by women or minority group members. A woman or minority group member must own at least 51 percent of the company, must be involved in the day-to-day management of the company and must exercise decision-making power. ■ WITH CONTRIBUTING WRITER HOLLY ECHOLS.

## LEGISLATIVE UPDATE

## AT&T Responds To Senate Initiative

By OLLIE HARTSFIELD

THE NEW CONGRESS HAS officially begun the long process to overhaul the telecommunications law. On Feb. 1, Senator Larry Pressler (R-S.D.), chairman, Senate Commerce Committee, released a draft bill on telecommunications reform. In essence, the draft bill would allow Regional Bell Operating Companies (RBOCs) to enter the long-distance market in three years; sooner if they met certain conditions to promote local competition.

Two weeks after Pressler's draft bill, Senator Ernest Hollings (D-S.C.) responded with a draft of his own. The Hollings draft adopted key features of Sen. Pressler's draft, but emphasized more strongly the need to end the Bell companies'

monopoly in local telephone services before allowing the RBOCs to enter the long-distance market.

In response to the draft bills, AT&T issued separate statements, disagreeing with the Pressler draft's focus on setting a particular date for RBOC entry into long distance, and agreeing with the Hollings draft's emphasis on ending local monopolies before allowing RBOC entry.

It's expected that telecommunication legislation will soon be introduced in the House of Representatives. ■

## CORRECTION

The 1995 HISPA Conference will be held Oct. 5 to 8 in Phoenix, not in San Diego (July 27 to 30) as previously reported.

## VideoPhone Gift Gives Cancer Patients Window to Families' Love And Care

By ANGELA COWAN RYAN

AT&T CONSUMER PRODUCTS has donated 225 AT&T VideoPhone 2500s and coupons for free rentals, all worth more than \$300,000, to 106 bone marrow transplant hospitals and cancer treatment centers. The donation program will help patients who are treated in isolation stay in touch with loved ones.

"A smile or expression of concern from loved ones can make all the difference to people in the midst of a difficult healing process," said Ralph Faison, product management vice president, Consumer Products. "AT&T is happy to provide technology that will help bring this critically important component of care to people who otherwise would be practically isolated from loved ones."

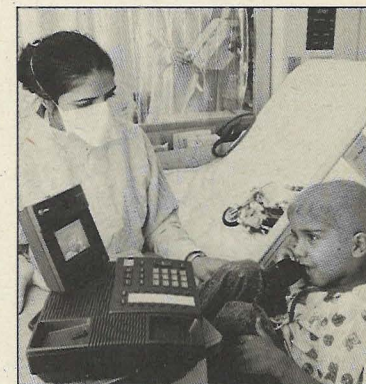
Cancer patient Susan Truglio spearheaded the campaign to

acquire videophones in hospitals when her own bone marrow transplant required her to be in isolation. For six weeks she received treatment in a germ-free isolation room, while separated from her two young children.

"I rarely saw my children, and when they did come to visit, they could only see me through a glass wall," recalled Truglio. I just kept thinking, 'I've got to spend more time with my kids.' When you go in there, you might not come out. The treatment or the disease could kill you."

While in isolation, Truglio started to contact businesses about purchasing and donating videophones to bone marrow transplant hospitals. Her idea caught the attention of AT&T, which is giving VideoPhone 2500s to hospitals in more than 40 states across the country.

"This program will work wonders for our patients," said



Three-year-old Roy Maditok talks on AT&T VideoPhone 2500 as his mother looks on.

Dr. Nancy Kernan, assistant chief, Bone Marrow Transplantation Services, Memorial Sloan-Kettering Cancer Center. "Patients are hospitalized in isolation for two to three months following a bone marrow transplant. The videophones provide interaction with the outside world at a time when patients are anxious about their health." ■



# Competition in LD Marketplace Brings Slamming Back Bigtime

BY OLLIE HARTSFIELD

*At a shopping mall in Florida, a longtime AT&T customer signed a raffle ticket, hoping to win a trip to Hawaii. Weeks later she discovered her long-distance service had been switched to Sprint. Unbeknownst to her, the fine print on the raffle form she had signed authorized the change.*

Chris Coste, associate manager, Billing Services, Chief Financial Officer organization, opened her telephone bill and received a big surprise: an invoice from MCI. Neither her local phone company nor MCI ever explained how her phone service was switched from AT&T without her permission.

These experiences are not unique. According to statistical projections by Consumer Communications Services (CCS), approximately 1.6 million AT&T customers—both employees and consumers—will have similar stories to tell by year's end.

There is mounting evidence that slamming—the practice of switching a customer's long-distance carrier without the customer's permission—has gained momentum, and AT&T customers are the main target.

## FCC Guidelines

In 1989 the Federal Communications Commission (FCC) established guidelines to deter slamming. The guidelines stipulated that a customer's long-distance service could be changed only if the carrier obtained customer authorization through one of the following means:

- in writing;
- as a result of the customer's verbal request through the local telephone company;
- as part of a telemarketing call in which authorization is verified by a third party; or
- through an electronic system accessed by an 800 number.

During the last five years, however, AT&T has received an avalanche of complaints showing that some of its competitors are abusing or ignoring those guidelines. In 1994, when CCS re-established a formal system to track slamming, the business unit received more than 51,000 complaints. According to Jackie Housman, staff manager, CCS, that may be just the tip of the iceberg.

## New Slamming Trends

"For every complaint we receive, there are probably four customers who don't complain because either they haven't yet realized they've been slammed or they've decided to remain with the competitor," says Housman.

Data gathered by CCS also indicates that the nature of slamming has changed in five years. In 1989, most of the complaints AT&T received were against MCI. Today, with the growth in competition within the industry, more than one-half of all complaints are against long-distance resellers.

In 1989 and 1990, senior citizens were the single most likely group to be the target of slamming. Today, says Housman, it is clear that the targets have become customers who speak

English as a second language. A study recently commissioned by AT&T indicates that more than 7 percent of all customers who switched from AT&T in 1994 were slammed. In the Hispanic market, that number jumped to as much as 18 percent.

Consumer advocates say the practice of slamming hurts consumers as well as the company. "Consumers have a right to an informed choice when making buying decisions. Slamming takes those choices away," says Ken McEldowney, a member of AT&T's Consumer Advisory Panel and executive director, Consumer Action, a California-based consumer advocacy group.

While implementing programs to win back customers who have left AT&T both voluntarily and involuntarily, AT&T continues to conduct research to understand the extent of the problem and to develop strategies to control it. Last year, CCS began an aggressive consumer education campaign. In-language public service announcements are being placed in ethnic newspapers and on radio programs, giving consumers tips on how they can protect themselves against slamming. Brochures and direct-mail materials also are being sent to customers who make international calls.

## Advice to Consumers

- **If someone calls asking you to change** long-distance companies, state clearly that you don't want to be switched until you can review the offer in writing.
- **If you respond to a special promotion** or sign up for a calling card, make it clear that you are not giving authorization to switch your service.
- **Read documents carefully before signing**, especially the fine print. Ask questions if something is unclear.
- **Get the name and telephone number** of the representative calling, in case you need to call back in the future.
- **Check your telephone bill periodically** to make sure you haven't been slammed. Customers can verify their long-distance carrier by calling 700-555-4141.
- **If you're slammed**, call AT&T at 800-643-4122 to be switched back. If you want to dispute the charges from the company that slammed you, contact your local telephone company.

Pay phones are subject to slamming, too. The long-distance carrier listed on the pay phone may not be the one that actually connects the call. CCS has received complaints from customers who were charged as much as \$15 for a long-distance call that would have cost \$2 with AT&T. If you don't hear "AT&T" when calling long distance from a pay phone, hang up. Then dial 800-CALL ATT and the number you want.

In November 1994, the FCC proposed new regulations to clarify and add teeth to its current anti-slamming guidelines. In part, the regulations would require that the authorization form be clearly labeled so consumers understand its purpose; that the print on the form be

large enough to read easily; and that the form and all marketing materials be provided in various languages. AT&T submitted comments on the proposed regulations in early January.

The commission is expected to adopt final regulations within the next three or four months. ■

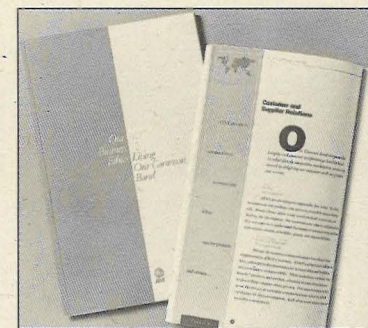
# Former Employees Charged With Insider Trading Violations

BY TOM LANDERS

FOUR FORMER AT&T EMPLOYEES—all retired—were among 17 people in five states charged last month with insider trading violations by the U.S. Department of Justice and the Securities and Exchange Commission (SEC).

Of the group, two former AT&T employees pleaded guilty to charges of conspiracy to commit securities fraud, fraud in connection with tender offers, wire fraud and obstruction of agency proceedings. Six others, including one former employee, were indicted on criminal securities fraud charges, and a total of 17 were named in an SEC civil-fraud complaint. Five of the six, including the ex-employee, pleaded not guilty in mid-February to the criminal charges and were released on bond.

AT&T, which cooperated fully with investigations by the SEC and Department of Justice, was not charged with any wrong-



AT&T's Code of Conduct

doing. The 17 charged allegedly made more than \$2.5 million between 1988 and 1991 trading on inside tips in the securities of possible acquisition targets of AT&T, including Paradyne Corp., NCR Corp., Digital Microwave Corp. and Teradata Corp.

Authorities allege that the two former employees who pleaded guilty passed a variety of tips about the company's takeover plans to friends and relatives, who then illegally traded on the information and kicked back some of the profits to the

pair. If convicted, the six who were indicted on criminal charges could face maximum prison terms ranging from 15 years to 45 years and fines that could range from \$1.7 million to \$5.7 million.

"Our Code of Conduct expresses a clear and unambiguous policy against the use of inside information by any employee for personal profit and against providing information to others for their profit," said John Zeglis, senior vice president, General Counsel and Government Affairs. "This case illustrates the need to be particularly careful in the way we use and protect material non-public information."

Beginning this month, an updated version of the Code of Conduct, titled "Our Business Ethics: Living Our Common Bond," is being distributed to all employees. It reiterates the company's policy against insider trading and against passing inside information to others. ■

Multilingual ads are part of a CCS campaign to educate consumers about slamming, says Jackie Housman, who leads the business unit's anti-slamming team.

**Your Right To Know**  
Thousands of people are switched from their long distance companies without their consent.

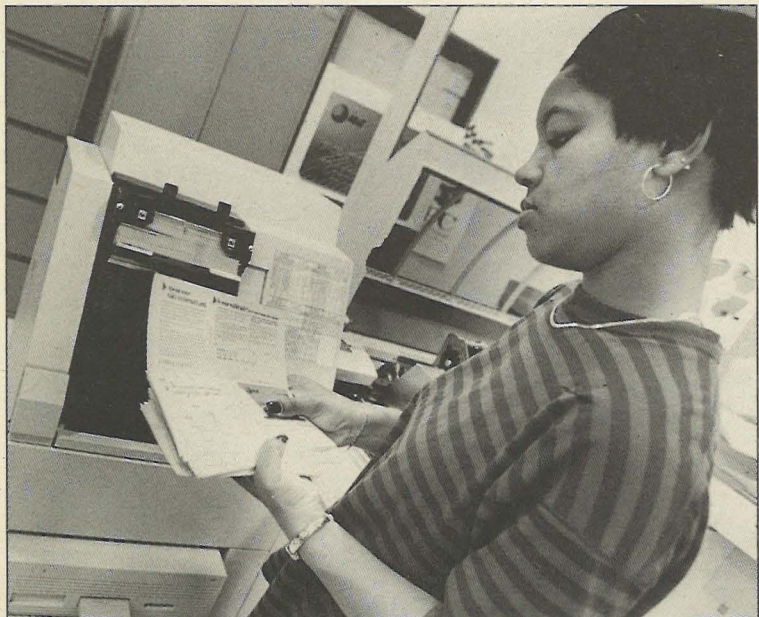
**敬告AT&T長途**  
您可能會在沒有授權他人的情況下，  
被轉至另一家長途電話公司。

**Es bueno que conozca sus derechos.**

PETER BYRON



# 15 Million Accounts in 5 Years Prove UCS Delights Its Customers



Jimmese Clark, associate, Card Production, Universal Card Services, Jacksonville, Fla., checks the card carriers that will hold newly printed Universal Cards.

BY BRUCE REID

FIVE YEARS AGO THIS month, millions of credit card customers were ripe for a better offer. AT&T made that offer—changing forever the bank credit-card industry.

Betting on its late-1980s research—which among other things said customers weren't satisfied with cards they had—and on brand awareness—which hardly existed in the industry—the company brought the AT&T Universal Card to market. It was an instant hit, giving consumers a reliable, uncomplicated product that fit the trend toward simpler lifestyles.

History shows that the Universal Card Services (UCS) formula—delighting customers rather than just satisfying them—also was a winner from the beginning.

Consider the following:

- an industry-record 1 million accounts in 78 days;
- 8.5 million first-year charter members who will never pay an annual fee; and
- recognition as *Fortune's* 1990 Product of The Year.

Profitability came in well ahead of schedule, just 27 months after the March 26, 1990 product launch.

Suddenly, 6,000 card competitors could hardly afford to continue commanding high fees while delivering poor service. That sucking sound was market share rushing south to UCS's headquarters in Jacksonville, Fla. The combination long-distance telephone/general-purpose credit card was convenient and popular among consumers. But so was the free-for-life promise and unparalleled service guarantee, which included a \$10 gift certificate to any of UCS's now 22 million cardmembers whenever the company failed to meet its service commitment.

By 1992 it was clear that the success of the program was a result of UCS's sensitivity to customers' needs. UCS was focusing on that competitive edge—and exceeding customers' expectations. Headlines in *The Wall Street Journal* praised the company for "going to bat for its customers," while *Newsweek's* syndicated columnist Jane Bryant Quinn was telling con-

sumers, and competitors, "if you're going to do it, do it like AT&T Universal Card."

Consumers were applying for the Universal Card at a rate of 10,000 per day, 300,000 a month, making UCS No. 2 in the industry with 10 million accounts. By late 1992, millions of Americans learned what a quality act UCS associates had become when the U.S. Department of Commerce named Universal Card Services winner of the Malcolm Baldrige National Quality Award.

Today, UCS is a finely-tuned operation, a market leader with more than 15 million accounts and more than \$12 billion in receivables—a key measurement of industry success. The business unit's goal of \$15 billion in receivables this year drove many 1994 accomplishments, including 3.2 million new accounts and a 35 percent increase in cardmember receivables.

According to David Hunt, president and CEO, Universal Card Services, the business unit's world-class customer service will continue to play an even more important role in keeping valuable customers.

**"We're looking for credit card and telecommunications customers who are valuable to all of AT&T."**

—David Hunt

New products will encourage cardmember loyalty. Look for UCS to accelerate its work with AT&T business units on mutually beneficial marketplace opportunities.

In addition, UCS plans to implement a new long-distance processing system to more effectively integrate AT&T long-distance features and offers into the Universal Card. The message is clear, according to Hunt. "We must continue to take market share—not only as a credit card company, but in ways that support growth of our core telecommunications business."

"We're looking for credit card and telecommunications customers who are valuable to all of AT&T. At UCS, we're getting better at focusing on customers who are valuable in both markets." ■



First Chicago Trust Co. workers in Edison, N.J., prepare 2.3 million AT&T annual reports, proxy statements and proxy cards for mailing to registered shareowners in early March.

## Seattle Will Host 1995 Annual Meeting

BY TOM LANDERS

WHEN AT&T HOLDS ITS annual meeting April 19 in Seattle, it will be a vastly different company from the one that convened shareholders there in 1979.

Foremost among the changes has been divestiture, but the signal event that has galvanized Pacific Northwesterners' interest in recent months—AT&T's merger with McCaw Cellular Communications—will mark its seven-month anniversary on the day that Seattle plays host to AT&T shareholders, Chairman Bob Allen, the board of directors and several members of AT&T's Management Executive Committee.

AT&T's sizable pool of registered shareowners, about 2.3 million, got even larger when McCaw shareholders had their stock converted to AT&T shares upon completion of the merger. With McCaw headquartered just across Lake Washington in Kirkland, and given good weather in the area, this year's meeting at the Washington State Convention and Trade Center should generate a good turnout.

"We move the annual meeting around the country so we can expand the number of shareowners, customers and employees that we get to visit and hear from firsthand," explains Bob Schrenker, division manager, Corporate Secretary's Department.

Approximately 100 AT&T employees from all local AT&T business units, McCaw and Cellular One (McCaw's local cellular service provider) will staff Employee Night festivities on April 18. Scheduled activities include several exhibits, the debut of a diversity play titled "Little Rock" put on by the Seattle Children's Theater, and remarks by Allen. The next morning, the chairman will hold the traditional news conference, first-quarter earnings will be announced and the company's

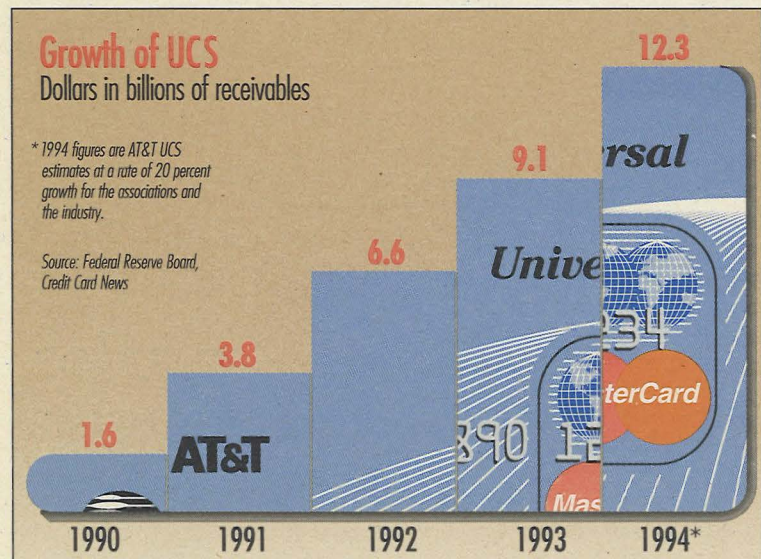
110th annual meeting will be called to order at 9:30 a.m. local time. Also that morning, Rick Miller, chief financial officer, will conduct a breakfast meeting and conference call with financial analysts.

This year's meeting will include one directors' proposal and only two shareholders' proposals, the lowest number that Schrenker can recall in many years. "That's really a great reflection on the good rapport that the people in the Corporate Secretary's group have with shareholders," he said.

The directors' proposal seeks shareholder approval of a plan to allow McCaw employees to purchase AT&T common stock at a discount. The shareholders' proposals would require that AT&T publish a detailed statement of contributions relative to political activities or attempts to influence legislation, and that two candidates be nominated for each board position to be filled.

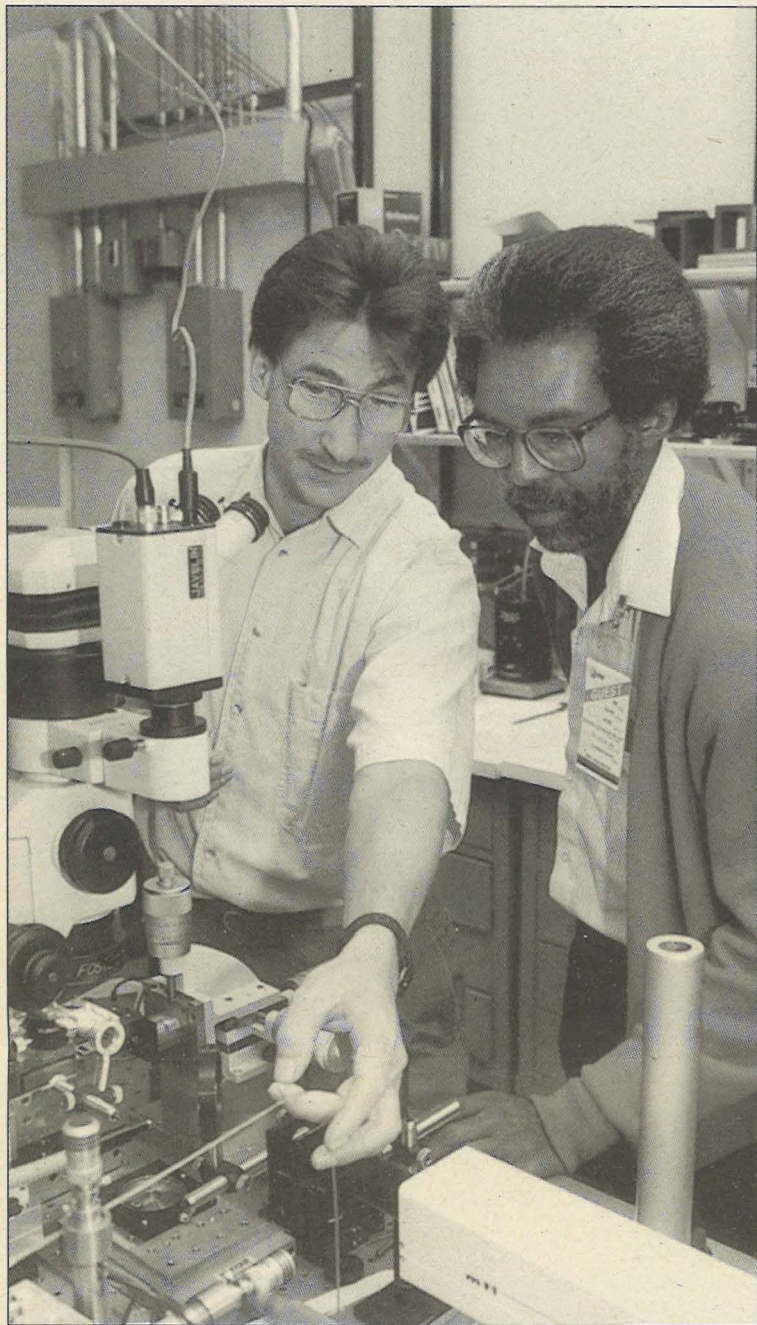
Shareholders vote on such proposals via proxy cards that were mailed to them by First Chicago Trust Co. of New York, the company's shareowner services agent, along with AT&T's 1994 annual report. This year's report is the 114th edition, and it's the largest annual report printing job in the United States.

About 3.6 million copies were printed this year, requiring the Sandy Alexander Inc. printing firm of Clifton, N.J. to operate four presses around the clock for eight days. More than 1,200 rolls of paper, containing 60 percent recycled fiber with 10 percent from post-consumer waste that was diverted from landfills, were shipped in 57 tractor-trailers. This year's report features a stark white front cover with a goldfish beneath this statement: "With 5% of the \$1.5 trillion global information industry, AT&T is a small fish with lots of room to grow." ■





# Teachers Learn to Ride the Info Highway



Teacher Kevin Byrd (right) from Detroit, with Bell Labs optics researcher Mike MacDonald.

BY COLLINS YEARWOOD

AT&T'S TANTALIZING VISIONS of the future, in which technology will bring people together in ways that verge on pure sorcery, have become a familiar sight on "You Will" commercials. Now, classrooms across the country are starting to see glimmers of those visions through the AT&T Teachers & Technology Institute.

For AT&T, which has long been a strong supporter of education (see "AT&T Supports Education in Many Ways"), setting up the institute makes perfect sense. In a society that has become ever more complex and technology-based, and in a marketplace that is increasingly subject to global competitors with highly skilled work forces, American companies must play a stronger role in education. From all accounts, the AT&T Foundation-funded institute is making an impact.

Last summer, 48 of the nation's best and brightest math and science teachers from 23 states and the District of Columbia attended the program.

The educators spent two weeks immersed in a technology fest that included tours of the Consumer Laboratories, the Global Business Communications Systems Executive Briefing Center, and the Network Operations Center. They also spent several days with scientists at Bell Laboratories.

In addition, the teachers discussed ways to make math and science more interesting to female students, participated in multimedia distance learning demonstrations and even learned how to navigate the Internet using InterNIC, a directory and database service developed by AT&T in agreement with the National Science Foundation.

Dazzled though they were by the technology, many of the participants came away impressed with the concept of "Our Common Bond," which was part of the curriculum and something they experienced firsthand. "We were treated like visiting dignitaries, like professionals," said Jan Adamchak, a seventh-grade math teacher in Berlin, Md. "Sometimes, here at school,

you're treated like one of the students in some respects. It was unique to have someone interested in what I had to say and to have a chance to share ideas with these other teachers."

Teachers graduated from the institute charged up and ready for a nationwide, group-learning experience. "I came home with a new sense of enthusiasm and an understanding of what technology brings to the classroom," said Tandra Crowe, who teaches high-school chemistry in Carrollton, Ga.

As part of the program, the institute encouraged the teachers to form Learning Circles—electronically linked classes around the country—so students could work on projects with children in other schools. Some projects included comparisons of soil and water samples, rates of flu frequency and soft drink preferences; studies of various types of "roadkill" in partnering states; and development of a model of a 21st century school.

## Best Science Learning

The prospect of working with other children around the country piqued the interest of most students. "They really do seem excited," said Kevin Byrd, who teaches physics to the 11th and 12th grades in Detroit. "I really didn't know how they were going to accept communicating on the computer, but it surprised me the way they jumped on it."

Beyond conquering computer anxiety for some teachers and students, the shared learning experiences were uplifting and even inspiring. "Through this project, I have witnessed the very best kind of science learning taking place," said Karen Nishimoto, a seventh-grade science teacher in Hawaii. "My students have touched and shared experiences with peers and scientists across the country. We have learned more about each other through telecommunications. Together we have touched the future."

## The Right Direction

Bill Martin, who teaches eighth-grade earth science in Fort Payne, Ala., said another benefit of the institute was the opportunity for him to brainstorm with peers in the education profession. "My primary reason for attending summer workshops is the contact with other teachers," he explained. "I was not let down at all by the AT&T workshop because it attracted an excellent group of teachers from around the country. Such opportunity for interaction among top teachers does not occur very often."

Although it seems like the efforts of the institute are small

steps, they represent the beginning of a journey that will end with a better educated and technically literate populace. "I think the institute is going in the right direction when it works toward getting teachers to participate in communications technology," said Byrd. "If AT&T can convince the next generation of teachers of the value of technology in the classroom, it will

make a marked increase of technological acceptance by the next generation." ■

*The next session of AT&T Teachers & Technology runs from July 16 to July 29. Applications will be available through school principals or by calling 908-221-7350, and must be postmarked by April 10. AT&T employees and their immediate families are not eligible.*

## AT&T Supports Education in Many Ways

The Teachers & Technology Institute, now beginning its third year, is just one of the many ways that AT&T supports education. Some of those efforts come through the business units, while other endeavors are the result of the grass roots volunteer work of AT&T people. But most of AT&T's support for education comes through the AT&T Foundation.

Nearly one-half of the foundation's annual \$38 million grants budget goes to education. Grants focus primarily on the teaching and learning of math, science and technology, and on improving educational opportunities for women and minorities. Here are some of the programs:

**Teachers for Tomorrow**, a multicity initiative that prepares new teachers for the challenges of urban classrooms.

**Hispanic Mother/Daughter Program**, which encourages Hispanic women to attend college by pairing high-school daughters and their mothers for academic, leadership and career-counseling programs. The AT&T Foundation also supports a similar program for African-American fathers and sons.

**AT&T Special Purpose Grants in Science & Engineering**, awarded annually to leading colleges and universities.

**AT&T Bell Laboratories Cooperative Research Fellowship Program and Graduate Research Program for Women**, which offer financial assistance and other support to minorities and women working toward advanced degrees in technical disciplines.

**Historically Black Colleges & Universities Engineering and Computer Science Program**, which provides cash grants to historically black colleges and universities. Through other programs, the company donates equipment and loans Bell Laboratories personnel to these institutions as visiting professors.

**AT&T Industrial Ecology Faculty Fellowships** and other programs promote the study and practice of industrial ecology, an emerging field that integrates technology and the environment.

Separately, the **AT&T University Equipment Donation Program** has provided nearly \$300 million worth of AT&T computer laboratories during the past 10 years to selected colleges and universities.

**The Collegiate Investment Challenge**, an educational, interactive stock-trading competition sponsored by AT&T Universal Card Services, gives students the opportunity to experience the thrill of investing without risking real money.

**AT&T Capital Corp.** offers a tax-exempt lease/purchase plan that lets school districts lease sophisticated building wiring systems, as well as high-tech equipment, such as computers, software, multimedia and video equipment, and satellite antennas.

**AT&T Tridom and Guidance Associates** have set up a satellite-based distribution service for educational videos. The service will broadcast educational videos from the Discovery Channel™, Children's Television Workshop™ and many other leading publishers. It allows educators to preview, evaluate and distribute the videos via satellite.



# FCC's Global Rulemaking: Toward a Level Playing Field

BY TOM LANDERS

THE FEDERAL COMMUNICATIONS Commission (FCC) recently announced a major shift in the way it plans to consider non-U.S. telecommunications companies' entry into the United States. The net effect should be dramatic and sweeping: a leveling of the playing field in the \$1.5 trillion global telecommunications marketplace.

The FCC proposed rules that would allow it to consider the availability of competitive opportunities for the U.S. industry overseas as an important factor when deciding whether companies from other countries can participate in the lucrative U.S. market.

"The FCC has taken a critical step toward ensuring that fair competition exists in countries seeking to enter the U.S. marketplace," said Vic Pelson, chairman, AT&T Global Operations Team. "The ultimate goal of telecommunications is to connect people anytime, anywhere, affordably. This FCC action in support of opening markets around the world to true competition will help ensure that customers have choice, that techno-

**"The FCC has taken a critical step toward ensuring that fair competition exists in countries seeking to enter the U.S. marketplace."**

—Vic Pelson

logical development quickens and that economies thrive."

The FCC's action follows a request made by AT&T in 1993 for rules to ensure that telecommunications companies seeking access to the \$170 billion U.S. telecommunications services market must first demonstrate that markets in their home countries also are competitive and open to U.S. firms.

Numerous telecommunications administrations have

entered the United States, including carriers from Spain, Hong Kong, Canada and Australia, while their home markets have remained closed to comparable entry by U.S. companies. In addition, the recent wave of privatization and introduction of competition in the telecommunications sector have resulted in numerous alliances between traditional telecommunications providers and non-traditional players.

AT&T expects the FCC will use this rulemaking to decide the conditions under which all non-U.S. alliances or carrier expansion requests in the United States are evaluated. This includes a proposed deal in which Sprint would sell 20 percent of itself to France Telecom and Deutsche Telekom for \$4.2 billion. AT&T has challenged this transaction because of the closed nature of the telecommunications markets in France and Germany.

Pelson said the FCC proposal comes at a time when technology, market, customers and economic forces are transforming the global telecommunications industry. "The recognition that telecommunications is vital to a country's economic develop-

ment has led regulators around the world to examine ways to accelerate the investment in, and growth of, the industry," he said.

"From the European Union to Mexico to India, regulators are working toward introducing competition," Pelson continued. "While developing a fully open and equitable regulatory environment is a challenging prospect, customers want, need and are seeking out the full advantages of today's most advanced, highest-quality telecommunications services.

"That is why we welcome the FCC's action. Global telecommunications competition is in the best interest of customers and economies—in the United States and throughout the world."

AT&T believes that the United States is a world telecommunications leader largely because of the highly competitive nature of the market here. The company believes any action that also opens global markets to competition will benefit U.S. customers by introducing a broader range of seamless global services and lower prices; U.S. carriers by opening more opportunities to provide services and increase revenues; and the U.S. economy by creating more jobs due to lower prices and higher calling volumes.

The FCC is expected to formulate the rules of access to the U.S. market in the next few months, after interested parties have had a chance to comment on the FCC's proposed rules. ■

## Countries With Competition

United States, Canada, United Kingdom, Sweden, Finland, Australia, New Zealand, Japan

(Source: 1994 World Telecommunications Development Report)

## Countries Where Competition Is Planned

India, Mexico, Chile, Hong Kong, Philippines, The current European Union members: Germany, France, Italy, Belgium, Luxembourg, Ireland, Spain, Portugal, Greece, Slovenia, the Netherlands, Denmark

# New Advertising Campaign Will Demystify Technology



Fairy tale characters ride the Information Superhighway with AT&T technology.

AT&T WILL INTRODUCE A new advertising campaign in *Time* magazine's 53rd Special Issue on the Cyber Revolution. AT&T is the exclusive advertiser in this issue of *Time*, which will be on newsstands March 13.

The new campaign transforms the mystifying and intimidating unknown of advanced technology into simple, user-friendly communications tools that are easy to use.

It introduces AT&T as a noble wizard who offers the power of technology to fairy tale characters, changing the course

of their lives—and the outcome of their stories. Pinocchio, Cinderella, Little Red Riding Hood, Hansel & Gretel and other favorites use AT&T products and services to enhance their personal and business communications.

The cross-business unit advertising campaign combines products and services that were advertised separately in the past, including *Network Notes*, *AT&T True Rewards*, *AT&T True Messages*, *AT&T True Connections*, 500 Service, *Language Line*, *WorldWorx*, *PersonaLink*, Home Information

Center, air-to-ground technology and event teleconferencing.

In conjunction with the Cyber Revolution issue, AT&T and *Time*, will sponsor a series of on-line news conferences via the magazine's interactive service, America Online. These conferences will focus on such topics as future technology and the impact of the cyber revolution on society, government, art, education and advertising. The conferences will occur weekly between March 13 and April 18. AT&T and *Time* also are coordinating a morning-drive radio tour in 15 to 20 top markets, as well as television interviews, to promote AT&T technology, the new ad campaign and the Special Issue.

On April 5, at 8 p.m. EDT, AT&T will sponsor a one-hour television program on the Discovery Channel that will cover the most outstanding stories of *Time*'s Special Issue, in addition to other Internet-related topics. The show will include topics such as: a brief history of the Internet, a glossary of "cyber" terms, arts and entertainment, a profile of a hi-tech small town, on-line support groups and on-line dating, and hackers. The

show will rebroadcast at 11 p.m. EDT, 8 p.m. PDT.

In addition, *Time*, working closely with AT&T, will develop both a writing and social studies teacher's guide to accompany the Special Issue. These educational resources—designed to inform middle-school, high-school and

**The new campaign transforms the mystifying and intimidating unknown of advanced technology into simple, user-friendly communications tools.**

college students about today's cyber technology—will include several interactive components. AT&T will send copies of the guide to the participants of AT&T's sponsored programs, such as the Teachers and Technology Institute. *Time* magazine will distribute the guides to the 5,000 schools participating in its educational program.

AT&T also is developing a middle-school curriculum supplement called "You Will ... And Here's How." The program will use a videotape and a guide as its primary vehicles and will feature AT&T Bell Laboratories scientists explaining the underlying technologies of the "You Will" ads. The program also will include an electronic newsletter designed to provide ongoing dialogue between Bell Labs and the teachers and students. The videos and curriculum guide will be available by mid-1995.

AT&T has established a toll-free number to assist customers inquiring or requesting information about the services and products included in the ad campaign. As of March 13, consumers can call 800-336-TRUE and a *CONVERSANT* system will direct them through the prompts to get information about the services or products of their choice. Information about the products and services also will be available on the Internet through an interactive site called AT&T Communication Land.

Copies of the Special Issue will be distributed to shareowners at the annual meeting in Seattle. A few of the characters featured in the advertising campaign will distribute copies of *Time* on March 13 at 295 N. Maple Ave. in Basking Ridge, N.J. and to employees and their families during Employee Night in Seattle on April 18. ■



# BU Reorganizations Let Customers Call the Shots

**AT&T business units are reorganizing in favor of structures that recognize it's the customer who pays AT&T salaries.**

BY JEAN PASCUAL

BUZZWORDS OF THE NINETIES abound with the word *customer*: *customer-facing*, *customer-focused*, *customer-driven*, even *customer-centric* and *customerize*. Are these words merely jargon, or do they describe a new way of doing business?

Many AT&T business units have displayed convincing evidence that the commitment to customers goes deeper than semantics. Business units have redesigned their organizations so every employee's function is tied to a customer need. Quality metrics that once measured how processes affected an internal operation now measure how they affect a customer. Technology is being applied in ways that significantly improve customer service.

The common theme of recent reorganizations is alignment by external customers rather than by internal products. A leading example is AT&T Network Systems Group (NSG), whose Customer Business Unit (CBU) structure became effective in January.

The CBUs move the decision-making power out of the research and product development teams and into teams closest to paying customers. Customer contact people—those performing sales, installation, maintenance, engineering and order management functions—are aligned with customers, forming Customer Teams that operate almost as independent businesses, with a lead role in meeting Network Systems growth and profitability goals.

The teams have the authority to make decisions, set prices, respond to bids and proposals, and mobilize resources to meet customer needs. CBUs fund the newly created Offer Business Units, which are responsible for bringing to market products and services within customers' timeframes. Rich McGinn, CEO, NSG, says, "We don't want just the first dance with customers; we want a long-term relationship."

## Customers Try It, Like it, Buy It

In October 1993, Global Information Solutions (GIS) implemented Customer-Focused

Business Models, which placed resources nearer the pulse of customer activity. GIS launched approximately 500 teams around the world and adopted a Customer-Focused Solutions strategy. The change, according to Bill O'Shea, senior vice president, Worldwide Marketing, and interim GIS head, was based heavily on direct feedback from customers and prospects. "One of the primary things we heard is that our customers have to be ever more responsive to *their* customers to build long-term relationships," O'Shea says.

**"We don't want just the first dance with customers; we want a long-term relationship."**

—Rich McGinn

If 1994 sales results were due to GIS associates responding faster, offering solutions rather than products, and reducing decision-making bureaucracy, the strategy seems to be working. GIS reported a nearly 22 percent increase in 1994 sales, and positive operating income, compared with losses in 1993. "We made incredible progress in 1994, with double-digit revenue growth and

an increase of 20 percent in Customer Delight," O'Shea notes.

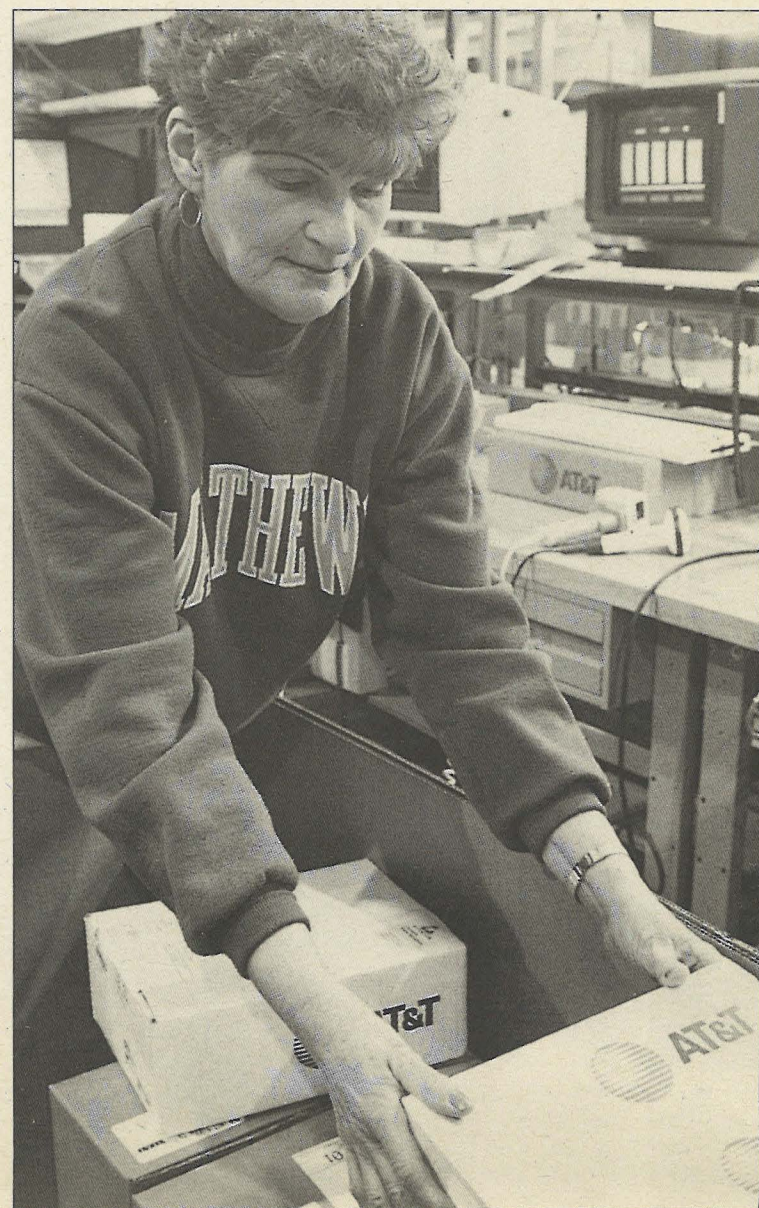
Reorganization alone doesn't get the whole job done. Finding out what makes the customer happy and doing it makes the difference. In one case, the Network Systems cross-departmental On-time Completion team realized that a performance indicator, the ship date, was based on internal needs. John Pittman, Order Management and Customer Satisfaction vice president, says, "Shipping is a very important sub-process, but the ship date alone doesn't reflect how the customer experiences the process. Now, we measure how soon a product is working to the customer's satisfaction."

When the team first began measuring against the customer satisfaction date rather than the ship date, results took a dramatic slide. "It was tough to watch results drop, but we knew we were on the right track because current results reflect what the customer is seeing," Pittman says. "The new results are causing us to give this important process the correct time and resources."

## Wearing the Customers' Shoes

Putting themselves in the customers' shoes also is paying off in Business Communications Services (BCS) Account Inquiry Customer Service Center in Dallas. Before, when a customer complained about an error, a billing representative would conduct an investigation. A credit, if due, might not show up on the customer's bill for several billing cycles. Now, using a process called Immediate Credit Pending, the billing representative credits the account, then checks out the complaint.

Elaine Wisdom, a business inquiry representative at the center, says, "This new process has helped reduce the stress for both customers and billing reps, because we have the authority to



Peggy DeWitt, production packer, Network Wireless product center, Columbus, Ohio, applies On-time completion team recommendations to serve customers better.

satisfy the customer on the first call. I've heard people say 'empowerment' is kind of an empty word, but it really works here."

## Putting Technology to Work

AT&T also draws on its leading-edge technology to satisfy customers. For example, Global Business Communications Systems (GBCS) recently deployed technology aimed at keeping products and services trouble-free. Every *DEFINITY* communications system customer under an AT&T Service Agreement is linked to AT&T's *EXPERT* remote maintenance diagnostics system in Denver. The system's artificial intelligence can diagnose and resolve troubles quickly. Says Peter Gordon, market manager, Service Solutions, GBCS, "When a customer's *DEFINITY* shows an alarm, it immediately calls the *EXPERT* system. *EXPERT* often resolves the problem before the customer is aware that trouble might have been brewing."

Similar technology is at work in the AT&T Worldwide Intelligent Network. *4ESS* switches are designed to continually test and either fix problems automatically or alert technicians. Through the use of Real Time Network Routing software, every switch within the AT&T network can look ahead to see

available capacity of every other switch in the network. Every call placed on the AT&T network can be routed 130 ways.

Another system that assures ultimate network reliability is Fast Automatic Restoration (*Fastar*). When a circuit is damaged, *Fastar* restores facilities on a fully automated basis. The system is designed to provide full restoration in under five minutes, and frequently in less time. But, for customers who cannot tolerate the potential of even a five-minute outage, AT&T offers special reliability arrangements.

## Matching the Talk with the Walk

Though AT&T is rife with examples that reflect improved customer focus, no one claims total victory. Customers still don't always get answers they need on their first call. Even in sales, customer focus still can be more a goal than an achievement. Bob Wolters, sales vice president, BCS, Chicago, tries to keep the hours between 9 a.m. and 4 p.m. reserved exclusively for customers. "Our culture is so imbued with pressure to satisfy internal needs that it takes a yeoman's effort to constantly monitor whether what we're doing is driven by the customer or by ourselves," he says. "Staying focused on customers is a battle that's well worth fighting every day." ■

## Right From The Start

AT&T Universal Card Services (UCS) was founded on the basis of customer service. The credit-card business was designed around the criteria for the Malcolm Baldrige National Quality Award, an award that emphasizes quality improvements which promote customer satisfaction. UCS won the award in the service category in October 1992. The business unit's commitment to customer delight encompasses every part of the organization—from telephone relationships and customer assistance to claims and fraud prevention. It's not by chance that 90 percent of UCS's customers say they would recommend a Universal Card to a friend. In March UCS will celebrate five years of making the customer number one (see "15 Million Accounts in 5 Years Prove UCS Delights Its Customers," page 5).



# Celebrations and Programs Mark Women's History Month

*March is Women's History Month. AT&T people celebrate the past achievements of women and anticipate the future.*

BY JEAN PASCUAL

JAN ROHN REMEMBERS going to the library in her elementary school and devouring biographies of famous people. "Out of maybe 50 books, only a small handful were about women, mostly nurses and teachers," recalls Rohn, senior technical associate, Business Communications Services (BCS), Middletown, N.J. She remembers reading about Clara Barton, the nurse who founded the American Red Cross, and Anne Sullivan, Helen Keller's teacher.

"In 1988, I attended a noon-hour talk at AT&T to celebrate Women's History Month," says Rohn, "and when the speaker asked how many of us studied women in our history courses in school, all I could think of were those biographies."

## Promoting Equity

If the many AT&T women and men who are working on projects to celebrate Women's History Month achieve their purpose, schoolchildren will have more biographies about women who are inventors, scientists and world leaders, as well as nurses

and teachers, in their libraries. And women in business will have more visible role models.

## Promises to Keep

A project that Christine Brys-Yee finds particularly worthwhile is the annual poster exhibit sponsored by the non-profit National Women's History Project. Brys-Yee is a member of technical staff, BCS, also in Middletown, and a member of the AT&T Women's History Club. The project is dedicated to "promoting gender equity through public recognition of women's diverse lives and accomplishments." This year's commemorative poster, which supports the theme, "Women's History: Promises to Keep," honors 16 remarkable women whose achievements range from the fields of journalism to literature to science.

The AT&T Women's History Club, a chapter of Women of AT&T (WATT), is made up of members from many states across the country. "We like to highlight the accomplishments of women, educating our employees about the many women of all races, ages, cultures and ethnic



The 1995 Women's History poster features remarkable women from the 19th and 20th centuries in fields ranging from journalism to science/medicine.

traditions who have made significant contributions and who have helped to shape the world," says Brys-Yee.

Commenting on this year's Women's History Project theme, Patricia Sciacca, member of technical staff, AT&T Bell Laboratories, Columbus, Ohio, and WATT president, says, "Within the context of AT&T, I think 'Promises to Keep' means that we accept accountability for our educations, our personal development and our career development. Women's History Month helps highlight role models who can inspire us."

WATT was formed last year

after a group of AT&T women in Columbus attended a 1993 program about the company's shift from affirmative action to valuing diversity. Sciacca and her female colleagues realized that women as a group were not represented on the corporate diversity council.

"There were women on the council," says Sciacca, "but their official capacity was to represent views such as Hispanic or Asian. There was no official voice for women."

Sciacca and her colleagues proposed that a women's employee resource group be formed. WATT was officially recognized

in November 1994, and is now composed of 32 chapters. Its purpose is to effectively communicate the issues and needs of women in AT&T while encouraging a safe environment in which women can flourish. WATT will host its first annual conference in Chicago, March 30 to 31.

In addition to encouraging individual employee involvement, AT&T supports women's issues through the AT&T Foundation. Among many women's project grants in 1994 was a three-year pledge to the National Women's Law Center for a child-care and child-development project. Other 1994 AT&T Foundation grants included one to the Women's Research and Education Institute to fund a congressional briefing on women's health issues and another to the American Women's Economic Development Corp. for entrepreneurial training for women in three U.S. cities. ■

*Note: To order the 1995 National Women's History Month commemorative poster (\$6 plus \$3.50 shipping/handling) or to request a 48-page Women's History Catalog, contact the National Women's History Project, Dept. P, 7738 Bell Road, Windsor, CA 95492, or call 707-838-6000. Inquiries about WATT should be directed to Lynette Parker, attmail!mparker.*

# Capital's Inventive Financing Sells Product, Helps Schools

BY OLLIE HARTSFIELD

DREW DALY SPENDS A LOT of his time giving presentations across the country to sales teams from the Global Private Networks unit of AT&T Network Systems Group. His goal is to show the sales teams how AT&T Capital Corp.'s innovative financing packages for the education market can be a competitive advantage.

Two months after hearing Daly's presentation, Charlie Champagne, account executive, Global Private Networks, discovered that the Holland Township, N.J., School District was looking for a company to finance the structured wiring to connect the school district's high-tech equipment.

Champagne called Daly, who handles municipal financing at Capital Corp., to see if they could develop a solution for the customer. That call led to a solution that will benefit Champagne's customer as well as other public elementary and secondary school districts across the country.

The solution is Capital

Corp.'s innovative tax-exempt lease/purchase plan that lets qualified school districts not only lease computers and other high-tech equipment, but also the wiring systems that link the equipment. The plan, one of the few of its kind, also applies to health-care institutions, colleges and universities and other state and local government entities.

When Capital Corp. introduced the lease finance plan in February, the Holland Township School District became one of the first to use it.

The district is leasing Network System's AT&T SYSTI-MAX Structured Cabling System to connect the district's computers and telephones into a single network. The system also is capable of linking building security and environmental controls into the network. In addition, the school district leased computers, video equipment, a satellite dish and an AT&T MERLIN LEG-END telephone system.

By adding the wiring system into the lease program, Global Private Networks and Capital

Corp. were able to fulfill a customer's need and advance AT&T's support of the education market.

"AT&T offered us the best possible plan," said Robert Soprano, the school district's superintendent. "AT&T is working with us to meet one of our most important educational challenges—linking our schools to the information superhighway."

The word about the leasing plan is spreading. Daly says his office is receiving several calls a day asking about the plan.

Champagne also is happy with the results of the cross-business unit cooperation between Capital Corp. and Network Systems. When he goes into schools to talk about wiring systems for their equipment, there is now one more element in the offer that differentiates AT&T from its competitors.

AT&T employees who think their school districts may be interested in such a leasing plan can refer school administrators to Capital Corp. at 800-527-9876, ext. 3576 or 201-606-3576. ■

## HOW IT BEGAN

### Look Ma, No Hands

BY LIZ COLMANT

THE NEXT TIME YOU'RE careening down the interstate, using your hands-free, cellular speakerphone, you might wonder how technology has evolved during the last 30 years. In March 1965, the first mobile service that connected customers automatically to the telephone network became available to 21,000 AT&T mobile-telephone customers.

Before then, mobile-telephone calls were more like broadcasts than private conversations, and using a mobile telephone was anything but hands-free. From 1946 to 1965 a customer had to surf 11 channels before initiating a call, eavesdropping on the other conversations. To make calls, customers signaled a mobile-telephone operator who connected the call. Callers pressed a "push-to-talk" button while talking, releasing the button to listen.

Improved Mobile Tele-



Mobile telephone customers could dial their own calls for the first time in 1965.

phone Service, or IMTS, automatically found a free channel. IMTS circuits were duplex, or two-way, with no more push-to-talk button. And customers dialed their own calls—if there was an available channel, which was rare in large cities.

The solution to the capacity problem was cellular telephony, pioneered by AT&T Bell Laboratories. The Bell Labs work, which shaped the basic cellular system architecture, is the foundation for the cellular systems that have revolutionized mobile communications. Today, the number of cellular subscribers in the United States is more than 19 million.





Visitors to Disney World can ride the network and interact with hands-on communications exhibits at AT&T's Spaceship Earth pavilion.

## AT&T Updates Disney Exhibit

BY LOREN TALLEY

WHEN DISNEY FIRST BEGAN construction on EPCOT Center in Orlando, Fla., in 1979, it turned to AT&T for help in building a future-world exhibit where technology, industry, imagination and culture could meet. AT&T's contribution to the center was the Spaceship Earth pavilion, where visitors could journey through time and witness the evolution of communication. Since then, rapid advancements in technology have prompted the two companies to expand the scope of the attraction to bring Disney visitors closer to the future of communications.

The newly renovated Spaceship Earth pavilion was unveiled

in February by AT&T Consumer Communications Services (CCS). "AT&T is proud to present an all new Spaceship Earth pavilion, where communication becomes magical—not mystical," said Earl Quenzel, marketing director, CCS.

The exhibit is narrated by Academy Award-winning actor Jeremy Irons, and features impressive new music and dramatic special effects with technologies never before used in a Disney show. The Spaceship Earth tram ride, which spirals visitors through 40,000 years of humankind, includes new production features like fiber-optic light shows and three-dimensional vignettes showing AT&T's contribution to the advancement

of the information age.

The 14-minute production traces the beginnings of language and literature from primitive times through the Renaissance, industrial era and electronic age. Visitors can witness floating images of current newscasts on giant, high-definition video screens, as well as virtual classrooms of the future. The ride peaks with a planetarium view of the universe around Spaceship Earth, and shows that distance is no longer a barrier.

An added post-ride attraction, called the Global Neighborhood, lets visitors sample AT&T interactive communications that enable them to experience a computer-video wonder-

land. Many of the exhibits were created by the Walt Disney Imagineering team using innovative technologies developed by AT&T Bell Laboratories, which boasts advances in virtual reality, 3-D entertainment and voice recognition.

AT&T wants visitors to understand that its communications technology is easy to use, allowing for access to people anywhere, anytime. "Our exhibit at EPCOT gives consumers the opportunity to see the many ways AT&T can keep them connected to people and information they want," said Quenzel. "Disney is known for providing the best in entertainment, and by working with them we've shown how people can be entertained through communications."

Spaceship Earth's 180-foot geosphere has been a major Disney landmark since the opening of EPCOT in 1982. The attraction helps introduce and complements Innoventions, EPCOT's dynamic showcase of products and services for the near future. The pavilion also includes a new AT&T employee lounge and business conference facility. Employees are encouraged to pack their badges next time they head to Disney World to have access to the lounge and secure a place at the front of the line for a ride on Spaceship Earth.

Last month at Disneyland in Anaheim, Calif., CCS also launched the Indiana Jones™ Adventure, a new thrill ride that uses cutting-edge special effects and technologies. Guests receive AT&T "decoder cards" to help them "know the code" of the hieroglyphics in the perilous Temple of the Forbidden Eye, where the adventure takes place. After boarding an off-road vehicle, guests confront mummies, snakes, a vengeful idol, a bubbling lava pit and, of course, a giant rolling boulder. ■

## Cellular Phone Also Is a Pager

BY COLLINS YEARWOOD

TECHNOLOGICAL TURBO-charging in AT&T's cellular phones and cellular switches will soon enable road warriors to carry one less tool in their gadget bags—the pager.

Thanks to the AT&T Portable Cellular Phone 3770S announced in February by AT&T Consumer Products, individuals who keep a mobile office in the passenger seat of their automobiles, or work on the run, will be able to receive short messages and voice mail, even when the phone is turned off.

Short Messaging Service (SMS), a new capability of the Wireless Intelligent Network unveiled by AT&T Network Systems Group, gives the network, among other things, the ability to retain and transmit short alphanumeric messages to cellular phones like the 3770S. Thus, the network can alert the phone to waiting voice messages and to text messages of up to 14 characters long.

SMS will be among the first offerings available later this year when cellular carriers upgrade their AT&T switching systems to provide new optional services. This network service—a response to a Network Systems customer's request—enables the integration of features such as voice mail notification, digital paging, electronic messaging and voice in a single portable device. This "double play" by Consumer Products and Network Systems packs the "anytime, anywhere" capabilities that consumers expect from AT&T into one compact phone.

The 3770S will alert subscribers to incoming pages while the phone is on, display the telephone number of incoming calls, and provide automatic notification of a new message in a subscriber's voice mailbox. In keeping with Consumer Products' goal of "plug-and-play" simplicity with all its products, the features on the 3770S can be selected directly from the screen, eliminating the need to look up or memorize feature codes.

AT&T plans to add short message service capability to future cellular products and expects to ship the 3770S in March. The 3770S was designed by AT&T Bell Laboratories, and will be manufactured at AT&T's factory in Little Rock, Ark. ■



The AT&T Portable Cellular Telephone 3770S

## Customers Clamor for 500 Numbers

continued from page 1

The fact that customer interest in 500 numbers is high was apparent last July when Alex Mandl, CEO, Communications Services Group (CSG) appeared on ABC's "Good Morning, America" show.

During his interview, Mandl said AT&T was accepting reservations for 500 numbers as of that morning. "The phones started ringing off the hook as soon as people heard Alex give the 800 number," recalls Donna Manburg, business planner, CCS. "We received more than 10,000 calls on the first day alone."

It wasn't only consumers who were interested in the convenience of a number that follows them everywhere. Many people asked about using 500 service for business. The compa-

nable business service is called EasyReach 500.

"Business customers are particularly interested in securing numbers for executives who travel frequently," says Ed Soriano, market manager, Mobility Services, Business Communications Services. "Customers want a number that can be forwarded anytime, to any place, that makes it easy for their customers to reach them. They want a number they can print on their business cards that remains the same whether their office location or area code changes."

The cost of calls using AT&T True Connections Service is comparable with average AT&T state-to-state long-distance rates—15 cents a minute



James Restrepo, ARA Services, reads the cake for the True Connections kickoff.

during off-peak hours, 25 cents a minute peak.

In-state postalized rates vary by state. Many local phone companies offer a free calling area, so subscribers using AT&T True Connections Service for local calls might be choosing convenience over price advantage. In

many cases, AT&T True Connections Service rates for in-state toll calls are less expensive than local telephone companies' rates.

International rates for the service are the same as AT&T international direct-dialed rates, and the same as USADirect rates for calls dialed from outside the United States.

As of March 1, neither MCI nor Sprint had announced a comparable 500 service.

Levine hopes AT&T employees will subscribe to AT&T True Connections Service. "Imagine the impact of about 250,000 AT&T people in the United States asking their friends and relatives to call them on their new 500 number," muses Levine. ■

To order AT&T True Connections Service, call 800-TRUE-500, ext. 9586. Usage fees are eligible for the AT&T employee telephone reimbursement plan.



## AT&T Solutions

continued from page 1

Solutions will offer technology and business consulting services, systems integration services, and information technology management and operations services.

"More and more businesses need tailored solutions that incorporate seamless access to all of AT&T's strengths, as well as best-in-class solutions provided by others," said Pelson. "AT&T Solutions will take on that challenge and offer customers world-class solutions based on AT&T's networking expertise."

AT&T Solutions will be headed by Victor Millar, president and chief executive officer, who created and directed Unisys' computer consulting and services business. Millar will be supported by Pelson.

"This is the best possible time in history to join AT&T," said Millar. "Customers in information-intensive businesses understand that networking in every form—voice, data, video and wireless—can provide a strategic edge for their businesses."

AT&T Solutions begins its business with more than 100 customers, total backlog order contracts of more than \$1 billion, and 5,000 employees dedicated to the business worldwide. The business unit includes employees from segments of the company that already were involved in systems integration and network management in the United States. AT&T Solutions Europe, Middle East and Africa is headed by Sergio Giacoletto, and includes the AT&T Istel, Dataid and Infoplan companies.

### So Much Choice

The market for AT&T Solutions stems from the explosion of choice in products, services and technologies, and a dizzying array of prices and regulations. Industry consultants predict that by 1997, 84 percent of all personal computers will be connected to local area networks (LANs), and 66 percent of those LANs will be connected to wide area networks. Yet, the knowledge of how to design and operate networks is an asset most companies do not have, or do not want to have, in-house.

The information technology industry was valued at about \$50 billion worldwide in 1994, and is projected to grow at a compounded annual rate of 16 percent to reach an estimated \$77 billion by 1997. Within that segment, networked applications are growing at 25 percent.

Mike Corbett, director of research, the Outsourcing Institute, New York, says the two primary reasons companies choose outsourcing are: to become more competitive and to reduce costs. Outsourcing Institute studies indicate that most companies see,

## First Bank of Chicago Relies on AT&T

The First National Bank of Chicago was among the first companies to affirm that AT&T Solutions provides solutions in more than name alone. When the U.S. Treasury requested a bid for a system to automate more than 135 million tax payments each year, First Chicago asked AT&T to help them develop the Electronic Federal Tax Payment System (EFTPS). A winning bid would mean more than \$400 million to First Chicago during the seven years of the program.

"First Chicago and AT&T have enjoyed a long-standing relationship that made this alliance a 'natural solution' to a huge technical challenge," says Larry Buettner, general manager, EFTPS program, First Chicago. "AT&T worked with us to develop a prototype system that included a voice response application. This enhanced our competitive position and contributed to First Chicago's designation as one of two financial agents."

AT&T packaged its own products and services, as well as those of other vendors, to develop the answer for First Chicago's successful bid. The solution includes products and services from American Transtech, Business Communications Services, Global Business Communications Systems, Paradyne, Global Information Solutions and Capital Corp. Mercantile Bank, IBM, National Computer Service and IntraNet software are also part of the winning bid.

Don Hollis, executive vice president, First Chicago says, "I can imagine no better ally than AT&T to address a telecommunications challenge of this scale. AT&T delivered a core competency in data and voice networks and the capacity to handle call volumes on an unprecedented scale. We are very proud to be designated by the U.S. Treasury as a financial agent for EFTPS, with the support of AT&T."

on average, a 10 percent reduction in operating costs through outsourcing.

### Customer Confidence

Last April, The Chase Manhattan Bank chose AT&T to run its telecommunications operations. "Since turning our telecommunications operations over to the experts, AT&T has begun to implement solutions that leverage its experience and technical expertise in ways that benefit our banking operations and our customers," said Douglas T. Williams, The Chase Manhattan Bank's executive vice president of technology and operations.

The most recent company to select AT&T is Great Western Bank, the second largest thrift

institution in the United States. Under the \$160 million, seven-year contract, AT&T will take on total, end-to-end responsibility for Great Western's network, and will provide network design and management to connect more than 400 branch offices, 160 loan offices and 550 automated teller machines in 23 states.

"We're convinced that AT&T has the best technologies as well as a demonstrated ability to pull it all together," said Jesse King, senior vice president and controller, Great Western. "Our business's vision is highly dependent on technology, and I have the complete confidence that AT&T will provide us state-of-the-art technologies now and in the future." ■

## BULLETIN BOARD

### ENVISION OUR FUTURE

is the theme for AT&T's Seventh Annual Quality Conference. The March 22 conference originates from Basking Ridge, N.J., with interactive sites in London, Dallas, Jacksonville, Fla., and Bedminster and Bridgewater, N.J. Current plans include live broadcasts to 24 other locations that are hosting regional or unit conferences. Several units will continue with afternoon sessions.

A highlight of the conference is the presentation of the Chairman's Quality Awards by Bob Allen. Allen also will deliver the keynote address and annual challenge. Other

featured speakers include Paul Allaire, CEO, Xerox; Pat Russo, president, AT&T Global Business Communications Systems; and John Towers, chief officer, The Rover Group.

For ticket information for the Basking Ridge event, contact your Quality Steering Committee member or Judy Levermore at the Corporate Quality Office, 908-454-9637. Conference posters in all locations will provide more information about local events. For information about specific conference plans for your business unit, division or location, contact Judy Driscoll at 908-771-3037.

## LETTERS

### SUGGESTIONS

I really enjoyed the February issue. Two articles motivate me to write. First, it seems that, while we are the undisputed world leaders in the Information Movement and Management Industry, we usually are the last company to employ the state-of-the-art technology we develop and aggressively sell to others. The new AUDIX/Lotus Notes/cc:Mail integrated messaging solution reviewed on page 3 looks like a winner. How about we "walk the talk" by installing this service in the Atlanta Promenade Complex so we can showcase it when the world comes to visit us for the 1996 Summer Olympic Games?

Second, the new Basking Ridge Learning Center is ideally located as there are many AT&T New Jersey office locations within a short drive on I-287. As many of us regularly troop to New Jersey for meetings, the center would be an ideal place to stay—particularly with the relatively attractive rates. The item wasn't clear on employee use of the center. Is it just for planned conferences and seminars or can any AT&T employee traveling on business stay there?

DAVE ROSSELLE, ATLANTA

[Ed. note: Any AT&T employee or family member can stay at the Learning Center or hold an event there.]

### AT&T OPINION SURVEY

It comes as little surprise that Job Security was given such a low rating on our employee surveys. A job with AT&T used to mean a job for life. In the past few years however, we've seen operator services virtually wiped out, the Consumer Sales & Service Centers have been closed and their people either surplus or moved across the country to the new "Megacenters," not to mention all the jobs that have been lost due to technological displacement. How could anybody feel secure when we don't know how we will be feeding our families a year from now? AT&T could do a lot to alleviate people's fears if we could have some kind of assurance that we would be a part of the new markets that the company is moving into. The company needs to provide educational opportunities so that we can move forward and not get steamrolled on the information highway.

STACEE REICHERZER, SAN ANTONIO

### REDEFINING UNION-MANAGEMENT RELATIONSHIPS

I thoroughly enjoyed reading "Redefining Union-Management Relationships" (February issue). The article conveys a very positive spirit about Workplace of the Future (WPOF). The comments and personal testimonies from employees involved in implementing the program in their work centers is very effective. Awareness of WPOF in my work center is increasing. Fellow employees are beginning to understand what it is all about and they are informing the union of their desire to participate on WPOF committees. Union and management have made a commitment to work together to make AT&T competitive in the global marketplace and to maintain a healthy and ongoing business as well as career security for all employees. I think WPOF is an initiative that is worthy not only of union and management support but employee support also.

YOLANDA WILLIAMS, OAKTON, VA.

### NEW AT&T NEWS

Nice job on the January issue of *AT&T News*. There is a lot of useful information contained in your "easy to read" paper. What I really enjoy is that the paper gives us a "World Spectrum" of things happening everywhere. It's also interesting to read about all the changes in upper level management and how it may affect our business unit. Hats off to you and your staff for proving that AT&T displays quality in our products, even newspapers. Looking forward to your next edition.

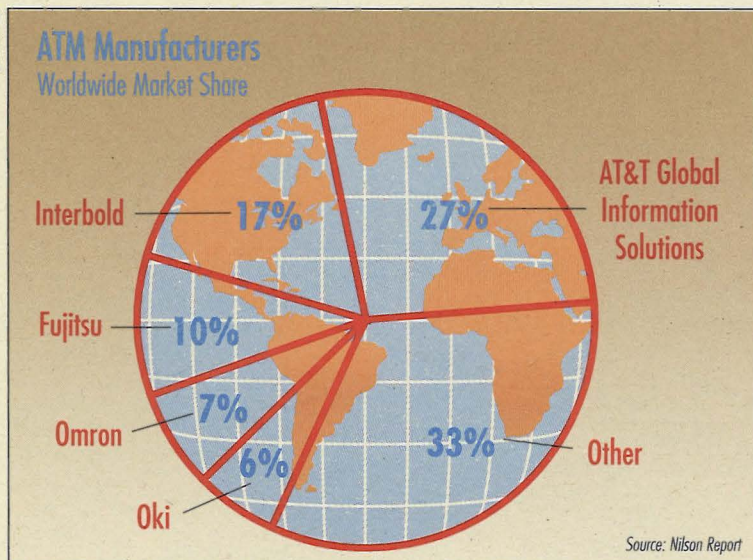
STEVE MILLER, WALNUT CREEK, CALIF.

I just read your February issue, and decided to write this letter congratulating you on an AT&T newsletter that finally is enjoyable to read. I've seen many newsletters from AT&T, but for some reason I really like the way this one is put together. Maybe it's because it is more like a newspaper. It has good articles, you don't have to chase all over the paper to read one article. They are short but very informational. Keep up the good work. I will continue to read this publication.

CARROLL ROCKWELL, ATLANTA



DOLORES BEGO



## Have You Visited Your ATM Today?

BY CHRIS STELLWAG

AMERICANS BORN AFTER World War II are almost four times as likely to use automated teller machines (ATMs) as their parents and grandparents, according to new research sponsored by AT&T Global Information Solutions (GIS).

Sixty percent of Americans between the ages of 25 and 34, and 51 percent between the ages of 35 and 49, use ATMs regularly. They visit the machines an average of eight times per month and withdraw an average of \$55 each time they go. In contrast, only 17 percent of Americans age 65 and older use ATMs, visiting them an average of 2.4 times per month, or about once every two weeks. Although older Americans use ATMs less often, they take out more cash—an average of \$113.

In general, the research shows the typical ATM user visits a machine an average of 7.4 times a month. The largest proportion of regular ATM users (40 percent) visit an average of 10 times a month. Among ATM users, the average amount of money withdrawn is \$60.45, with \$20 being the most common withdrawal. The most popular day for ATM use is Friday; Saturday was named as the second most-visited day.

The research revealed that ATMs have significantly changed the way America banks, with more than two-thirds of users surveyed (68 percent) stating life would be more difficult without ATMs. This attitude was shared by all ATM users regardless of age or income.

"We can see from our research that a large segment of the population is enthusiastic about using ATMs for their banking needs," said John Gray, vice president, Financial Products and Systems Marketing, GIS. "In particular, younger bank customers who have grown up with

technology have a tremendous appetite for ATM use and may hardly ever visit a bank branch.

"Most of America has caught on to the convenience and efficiency provided by ATMs," Gray added. "Today, consumers can use ATMs to do anything from simply getting cash to purchasing stamps and paying bills.

The survey also revealed that almost one-half of all adult Americans use ATMs regularly, with younger Americans and those with high incomes using them most often. Overall, 60 percent of those making more than \$40,000 a year use ATMs. Only 30 percent of Americans making less than \$20,000 use them.

Paying bills is the most frequently mentioned new function Americans want to have on ATMs. This past December, AT&T introduced a new ATM with enhanced bill payment features such as imaging technology to make paying bills at an ATM fast and simple. The second most mentioned new function Americans want is the ability to shop using self-service machines.

GIS is the world's leading manufacturer of automated teller machines. Almost 140,000 AT&T ATMs are in use in 102 countries, accounting for AT&T's dominance of more than 27 percent of the worldwide ATM market. AT&T ATMs are available in 78 languages. In addition, AT&T has developed some of the world's most advanced self-service technologies that make it possible to:

- cash a check, right down to the penny, at an ATM;
- show an image of a check on the screen of an ATM and deposit that check without an envelope;
- have a live, full-motion video-conference with a banker at a self-service terminal, even if the banker is hundreds or thousands of miles away; and
- get an airline ticket and boarding pass from a self-service terminal. ■

## Employees Killed In Helicopter Crash

TWO BOSTON AREA AT&T Global Business Communications Systems technicians were killed in the crash of a Massachusetts State Police helicopter Feb. 22, 1995, while enroute to work on a telephone system in Norwood, Mass. Customer Systems Engineers Arthur T. Howell, 47, of Malden, and Michael J. McCarthy, 46, of South Weymouth, died in the mid-morning crash along with two Massachusetts State Police troopers who were at the controls.

Howell and McCarthy each had nearly 29 years of service with the company and were assigned to the state of Massachusetts account. They were on their way to the Norwood headquarters of the State Police Air Wing helicopter division when the accident occurred. The craft came down atop a building in Cambridge shortly after takeoff. No one on the ground was injured.

"They [Howell and McCarthy] were often the first ones I saw in the morning when I came into work," John T. Flynn, chief information officer for the state of

Massachusetts, told the *Boston Globe*. "Their professionalism and hard work were legendary among their fellow technicians. We will miss them very much."

Linda Ollen, AT&T operations manager and skip-level supervisor of the pair, called their deaths "an enormous loss—to their families, to us at work, to their customers who knew them. Just enormous." Ollen told the *Globe* the men "were extremely dedicated to AT&T and to the work they did for our customers." She said Howell and McCarthy received nothing but the highest praise from customers, had great rapport with their peers and were highly respected among all AT&T service organizations.

Howell is survived by a son, three sisters and his mother. McCarthy is survived by his wife, Sally, two sons, a daughter, a brother, a sister and his mother.

A trust fund for the two families has been established at the Telephone Workers' Credit Union, (Howell/McCarthy Fund) 100 High St., Boston, MA 02110. ■

## BCS Upgrades 900 Services And Forms Customer Council

BY JEAN PASCUAL

BUSINESS COMMUNICATIONS Services (BCS) in February announced the formation of the AT&T MultiQuest Services customer council and three new service enhancements. The council, a working forum for the exchange of ideas, applications and concerns within the 900 pay-per-call industry, is composed of representatives of service bureaus, information providers from banking, software and publishing, and AT&T.

Andrew Sutcliffe, president, Tele-Publishing Inc., will serve as interim chairperson until the council selects a chairperson for the coming year at its spring meeting in April. "The ultimate goal of this council is to provide a forum where AT&T and its customers can identify and develop opportunities for the pay-per-call industry that create win-win solutions for everyone," said Sutcliffe.

Among three new service enhancements unveiled was the promotional AT&T MultiQuest PrePaid Card. "With the AT&T MultiQuest PrePaid Card, businesses that offer pay-per-call applications can create their own promotional programs to reach



The Weather Channel gives callers a free taste of tomorrow's weather.

untapped markets," said Bob Doyle, MultiQuest Service general manager.

The Weather Channel Connection® has produced a co-branded AT&T MultiQuest PrePaid Card. The service provides callers with weather reports and advisories for regions they specify through area codes, or the first four letters of cities or towns.

A second customer, Scoreboard Inc., issued a private-labeled card. Scoreboard callers can listen to college and professional sports scores and news. Both cards contain five free minutes of calling time.

BCS also announced that new and existing MultiQuest customers will receive discounts of up to 20 percent on Premium Billing services, and new, lower billing rates on Vari-A-Bill Service. ■



AT&amp;T NEWS

Volume 2, Issue 3  
March 1995

Published by the  
Public Relations & Employee  
Information Division.

Editor:  
Marianne Carlton  
(attmail!macarlton)

Production Manager and  
Photo Editor:  
Vivian Hope  
(attmail!vhope)

Production Assistant:  
Marilyn Choy  
(attmail!mchoy)

Distribution Manager:  
Betty Torell  
(908-204-2319)

Writers:  
Ollie Hartsfield  
(attmail!ollie1)  
Tom Landers  
(attmail!tlanders)  
Jean Pascual  
(attmail!jpascual)  
Collins Yearwood  
(attmail!cyearwood)

Design:  
M.J. Ng Design  
New York City

To contact AT&T News:  
call 908-221-4466

send electronic mail to:  
attmail!talktous

use fax number:  
908-204-2118

or mail to:  
AT&T News  
175 Morristown Road  
Basking Ridge, NJ 07920

Please note that all letters will be treated as having been submitted for publication. The editors reserve the right to edit all letters for length and clarity. Opinions expressed in letters to AT&T News do not necessarily reflect the views of AT&T's management.

AT&T service marks and trademarks are published in italics in this publication.

Printed on recycled paper.

The full text of stories appearing in AT&T News is available electronically by subscribing to the attmail shared folder !talktous:news.